



Preparing for the Sale



Chapter 12





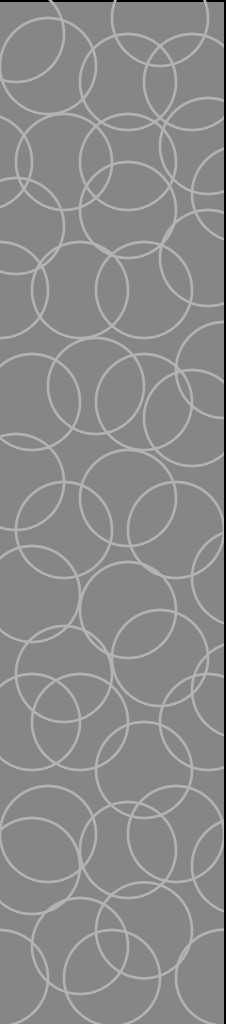
Ch 12 Sec 2 – Getting Ready to Sell

What You'll Learn

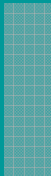
- 
- ◆ Sources for developing product information
 - ◆ Prospecting sources and methods
 - ◆ How leads are developed
 - ◆ Preparation for the sale in business-to-business selling and retail selling
- 



The Preapproach


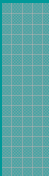


There are some steps that a salesperson follows when preparing to assist customers. The pre-approach is getting ready for the face-to-face encounter in a selling situation. A good salesperson has knowledge of the following:

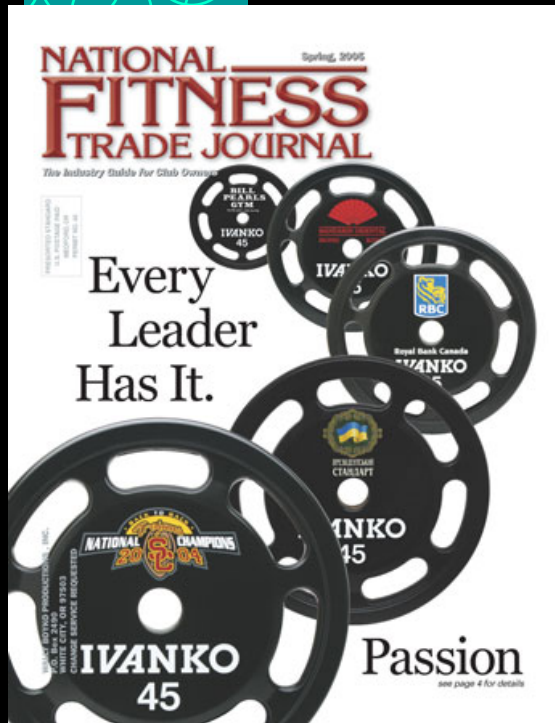




1. Product Information

- 
- ◆ Direct experience
 - ◆ Written publications
 - ◆ Other people
 - ◆ Formal training
- 

2. Industry Trends

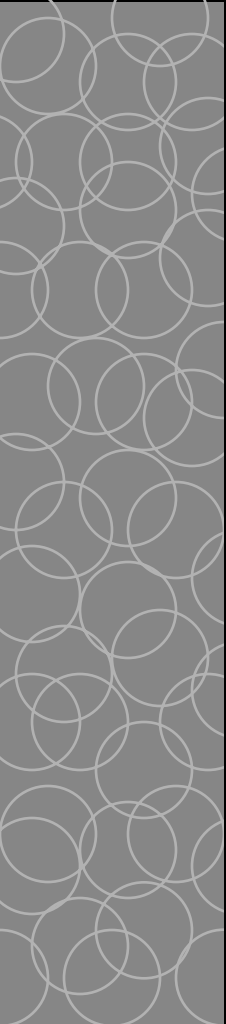
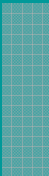


**STANDARD
& POOR'S**

- ◆ Read related periodicals
- ◆ Trade journals
- ◆ Standard & Poor's – a publication that provides data on industry trends.



3. Prospecting

- 
- ◆ A prospect, or a lead, is a potential customer
 - ◆ Prospecting is especially important in business-to-business selling situations.
- 

Sources and Methods of Prospecting

◆ Employer Leads

- Some firms employ entire telemarketing teams to generate leads
- Some rely entirely on their salespeople to find new customers



Sources and Methods of Prospecting

- ◆ Telephone directories
- ◆ Trade and professional directories



Thomas Register™



Sources and Methods of Prospecting



◆ Newspapers

- Birth announcements
- Reports of business mergers

◆ Commercial Lists

- Salespeople can buy lists of potential customers
- Email lists

Sources and Methods of Prospecting

◆ Customer Referrals

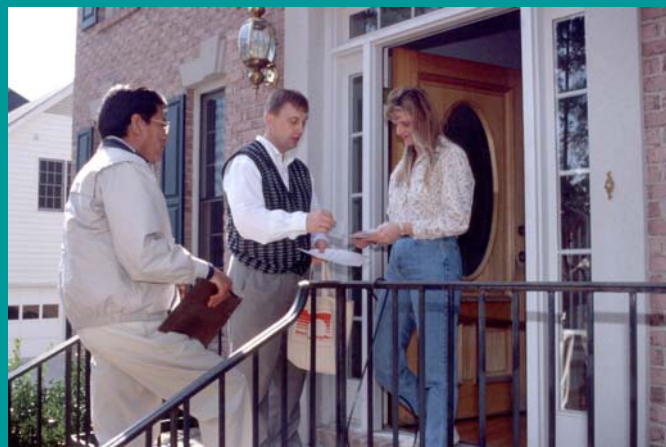
- The names of other people who might buy a product.
- Endless chain method – salespeople ask previous customers for names of potential customers.



| | | | | |
|----------------------|--------------------|---------|------------|------------|
| VORHOF VIOLA H | VINE ST | CLS = 1 | 8- 185 | VUE HENG & |
| VON HADEN ALVIN J | 417 HOBART ST | CLS = 1 | 13- 17 | VUE PANG |
| VON HADEN LOUISE C | 1587 MAIN ST | CLS = 1 | 13-1095 | VUE THOR |
| VON KLEIN MAX A | 1515 LEE ST | CLS = 1 | 11-1341 | VUE TOU |
| VON SCHRADER FRITZ P | 3918 DALE RD | CLS = 1 | 15-5144 | VUE YIN |
| VONBARGEN HEIDI F | 1152 W HAMILTON AV | CLS = 1 | 11-1752-11 | VUYLSTE |
| VONDERHEID JERYL | 3668 OAKHILL PL | CLS = 1 | 8- 187 | WACK |
| VONHADEN ALVIN | 421 HOBART ST | CLS = 1 | 6- 524 | WACH |
| VONHADEN ROBERT L | 908 PARK RIDGE DR | CLS = 1 | 11- 435 | WACH |
| VORASS TIMOTHY C | 3118 ANDERSON DR | CLS = 1 | 15-3594 | WACH |
| VORCE GARY M - BECKY | 4000 CLAY ST | CLS = 1 | 15-3599 | WACH |
| VORCE GARY M - BECKY | 4321 HARLESS RD | CLS = 1 | 12-1396 | WACH |
| VORPAHL RICHARD R | 2820 CONET CT | CLS = 1 | 1- 720 | WACH |
| VORPAHL THOMAS C | 1115 PERSHING ST | CLS = 1 | 14- 139 | WACH |
| VOSS EDWARD & OLGA | 732 GILBERT ST | CLS = 1 | 15-2265 | WACH |
| VOSS GLENN E | 3363 GERRARD AV | CLS = 1 | 14- 481 | WACH |

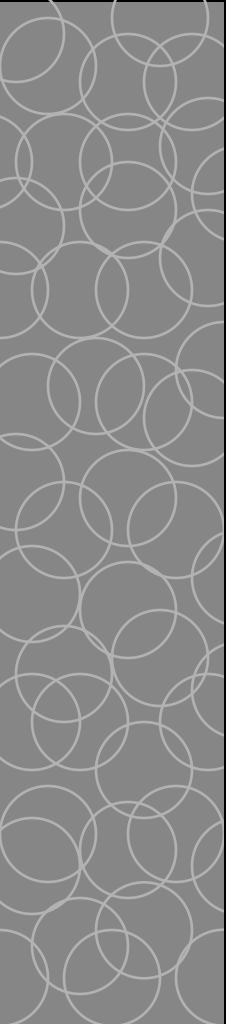
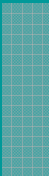
Sources and Methods of Prospecting

- ◆ Cold Canvassing – blind prospecting
 - Going door-to-door
 - Selecting names from the phone book at random



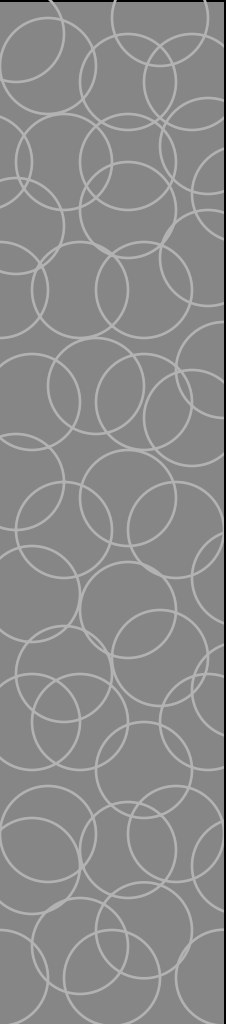
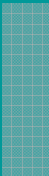


Preparing for the Sale in Business-to-Business Selling

- 
- 
- ◆ The preapproach activities vary depending on whether the sales call is with a previous customer or a new prospect
 - ◆ Research to determine the customer's needs
 - ◆ Set an appointment for a face-to-face meeting



Preparing for the Sale in Retail Selling

- 
- 
- ◆ Straighten and arrange stock
 - ◆ Adjust price tickets
 - ◆ Learn about stock and it's location
 - ◆ Arrange displays
 - ◆ Clean the floor, shelves, and selling area



Company Policies and Training



◆ Training

- Four-step method – explanation, demonstration, trial, critique

◆ Compensation and Sales Quotas

- Often compensated by commission (% of what is sold.)
- Sales quotas are dollar or unit sales goals set for the sales staff to achieve in a specified period of time.

◆ Legal and Ethical Issues

- No hard-sell tactics!
 - Must fully disclose the facts.
- 